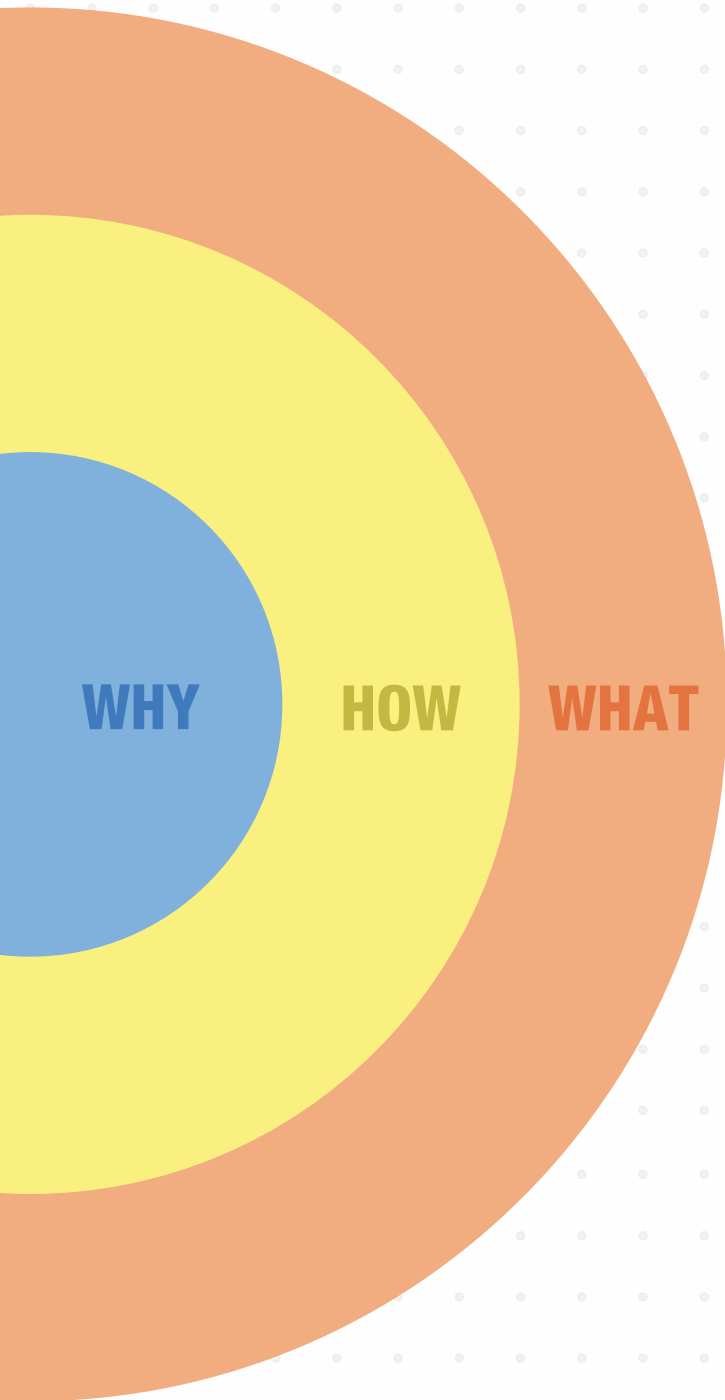


The Golden Circle: the key is the why



WHAT

Every organization on the planet **knows WHAT they do**. These are products they sell or the services they offer.

HOW

Some organizations know **HOW they do it**. These are the things that make them special or set them apart from their competition.

WHY

Very few organizations **know WHY they do what they do**. WHY is not about making money. That's a result. It's a purpose, cause of belief. It's the very reason your organization exists.

Source: Simon Sinek (2013).